

# STATE OF ALASKA

## DEPARTMENT OF NATURAL RESOURCES

### DIVISION OF AGRICULTURE



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January 23, 2012

### **2012 Alaska GROWN Cooperative Marketing Program Application**

Applications must be received by close of business (5:00 pm) March 23, 2012. Submit by email to [Kristi.Krueger@alaska.gov](mailto:Kristi.Krueger@alaska.gov), fax (907-745-7242), mail or in person to the Alaska Division of Agriculture, Central or Northern Region Office (see above).

**Application Deadline: March 23, 2012**

**Applicants Notified by: April 6, 2012**

#### **Overview**

1. You cannot apply for the same grant project more than three years in a row. If you are in the second or third year of a project that has been funded previously, there must be a new or altered objective which demonstrates new development within the project.
2. Funds cannot be spent prior to award notification, receipts must be dated post-award.
3. Please include a title page showing the project title and your contact information.
4. Begin the proposal with a project overview and then clearly answer each question outlined under "proposal content."
5. Please limit your application to 4 pages, including the budget.
6. The CMP grant will not provide funding for individual salaries.

#### **Proposal Content:**

**Introduce your project with a summarizing paragraph and then answer the following questions:**

1. What are the specific goals and objectives of this project?
2. How will accomplishments be evaluated and measured? Please be very specific, and be sure to include how you will execute these evaluations.
3. How will funds be utilized, *including* the matching funds? Please also site the source of matching funds. For example, if \$2000 is awarded, \$2000 in matching funds needs to be expended. We will need receipts for all funds expended, including matching funds. In this example, we would need receipts showing \$4000 of expended funds.

***"To responsibly develop Alaska's resources by making them available for maximum use and benefit consistent with the public interest."***

4. How will you work cooperatively to market Alaska Grown products? Use this response to explain how the industry will benefit from you receiving this grant versus your personal gain.
5. How do you plan to use the Alaska Grown logo? Please be specific on what print items/ advertisements you intend the logo to appear on/in i.e. radio ads referencing Alaska Grown. ALL LOGO USE MUST BE PRE-APPROVED to ensure correct logo (ie; ® is used and NOT ™ symbol within the logo design).
6. How will your project impact buyers, sellers and the agriculture industry?
7. What evidence did you see in the industry that indicated there was a specific need for the project proposed?

**If you have any questions when working on this proposal please contact Kristi Krueger at [Kristi.Krueger@alaska.gov](mailto:Kristi.Krueger@alaska.gov) or at (907) 761-3858.**

### **Evaluation Criteria**

1. Application Packet: 10 points
  - The application will be evaluated on how complete it is and whether or not it follows the directions provided.
2. Evaluation Methods: 15 points
  - Did you clearly answer the question, “How will accomplishments be evaluated and measured? Please be very specific, and be sure to include how you will execute these evaluations?” Evaluation methods are critical to determining the success of a project.
3. Budget: 15 points
  - Please use the budget worksheet provided by the Division or follow the example provided closely. The budget will be evaluated on how clearly it defines how the funds will be used, where the matching funds will come from, and the use of the funds.
4. Cooperative Marketing and Alaska Grown: 40 points
  - How will your project impact the agricultural industry? Your proposal will be evaluated to see how you intend to utilize the Alaska Grown logo and if you are working cooperatively to market Alaska Grown agricultural products.
5. Industry Support: 10 points
  - a. Please provide a signed letter of support from a member of the agriculture industry in support of your project.
6. Previous Projects: 10 points
  - The applicant will be evaluated on previous projects completed. If you have not been previously awarded a grant with the Division of Agriculture, you will not be penalized and will be granted 10 points automatically. If you previously had an incomplete project, a 0 will be granted.

**Total Points Possible = 100**